R J Reynolds
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March 21, 1995

TO: J. T. Jones
A. P. Groll
F. J. Perez
L. T. Wolfe

RE: Best Practices

Gentlemen:

Attached are two "best practices" regarding Direct Accounts. The DPC Program has merit for this Region and has worked effectively for Buffalo. Potentially, we could use this program for May through October.

The Direct Account business planning and call procedures were both interesting especially the planning questions, which would give us insight into how the Direct Account feels.

Please review then call me to discuss how these plans might be utilized in the New York Metro Region.

Sincerely,

Lori

L. M. O'Connor

LMO/ams

Attachments

S-3

51856 0134

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/rmhn0000